

# The John Wanamaker Store

Open at 7.30 Tomorrow Morning for Men Who Cannot Come Later in the Day

## Tomorrow Opens the GREAT WINTER SALE OF CLOTHING That Challenges the Attention of All Thinking Men

6,565 suits and 6,234 overcoats; fancy and staple fabrics of all good kinds—worsted, cassimeres, chevots, vicunas; blues, blacks, grays, browns and mixtures; more than 500 patterns; most of the overcoats silk-lined.

Made by twenty-one of the country's foremost manufacturers—in New York, Rochester, Baltimore, Philadelphia and Boston.

Most of the merchandise received within two weeks and not before on sale; the other is our own stock still selling to-day at the higher prices; reduced to-morrow to meet the new standard of value this sale sets. Our entire stock of fancy business suits and winter overcoats (English overcoats, fur and fur-lined overcoats, and ulsters, excepted) is included.

All made from fabrics and patterns we selected, over proved Wanamaker models and according to Wanamaker standard of making—the highest in ready-to-wear in the country.

All offered at the remarkable prices quoted on this page.

Yet guaranteed as though you paid full price—fabric, make, lining, satisfaction.

And No Charge for Alterations

### 6565 Men's Suits

341 suits of \$30 grade.....  
412 suits of \$32.50 grade.....  
614 suits of \$35 grade.....  
737 suits of \$37.50 grade.....  
302 suits of \$40 grade.....  
215 suits of \$42.50 grade.....  
186 suits of \$45 grade.....

**\$23.50**  
\$30 to \$45 grades

2,807

On the Burlington Arcade floor, New Building.

516 suits of \$25 grade.....  
807 suits of \$27.50 grade.....  
364 suits of \$30 grade.....

**\$18.50**  
\$25 to \$30 grades

1,687

On the Burlington Arcade floor, New Building.

364 suits of \$20 grade.....  
615 suits of \$22.50 grade.....  
307 suits of \$25 grade.....

**\$14.50**  
\$20 to \$25 grades

1,286

In the Corner Store, Broadway at Eighth.

261 suits of \$16.50 grade.....  
305 suits of \$18 grade.....  
219 suits of \$20 grade.....

**\$12.50**  
\$16.50 to \$20 grades

785

In the Corner Store, Broadway at Eighth.

### 6234 Overcoats

512 overcoats of \$35 grade.....  
703 overcoats of \$40 grade.....  
623 overcoats of \$45 grade.....  
298 overcoats of \$50 grade.....  
173 overcoats of \$55 grade.....  
84 overcoats of \$60 grade.....  
61 overcoats of \$70 grade.....

**\$24.50**  
\$35 to \$70 grades  
Black and Oxford; all silk or satin lined.

2,455

On the Burlington Arcade floor, New Building.

405 overcoats of \$25 grade.....  
418 overcoats of \$27.50 grade.....  
594 overcoats of \$30 grade.....  
311 overcoats of \$35 grade.....

**\$19.50**  
\$25 to \$35 grades  
Fancy, Black and Oxford; satin lined or satin pokes.

1,729

On the Burlington Arcade floor, New Building.

21 overcoats of \$20 grade.....  
47 overcoats of \$22.50 grade.....  
31 overcoats of \$25 grade.....  
17 overcoats of \$27.50 grade.....  
63 overcoats of \$30 grade.....

**\$14.50**  
\$20 to \$30 grades  
Fancy and Black and Oxford

1139

In the Corner Store, Broadway at Eighth.

147 overcoats of \$15 grade.....  
85 overcoats of \$18 grade.....  
69 overcoats of \$20 grade.....

**\$12.50**  
\$15 to \$20 grades  
Fancy and Black and Oxford

01

In the Corner Store, Broadway at Eighth.

## Read the Story---

It Is a Story No Business or Professional Man Can Afford to Miss if He Wants to Keep Alive With the News of the Day; It Explains the Inner Workings of Big Co-operative Business.

The story doesn't make the sale; the sale makes the story; but the story explains the sale.

It is a story that tells itself out of the merchandise and its preparation.

It is a story that appeals to crowds; that brings crowds. In former sales of this kind men waited for the doors to open at 7:30 in the morning; and thousands came during the day.

It is a story that appeals to the individual man because it brings to every man the opportunity to get his season's supply of clothing and make a clean saving of clean dollars.

The sale is clean through and through. There is nothing murky, misty nor musty about it.

The fabrics are clean and good.

The tailoring is clean and well done.

The clothing is cleanly made, inside as well as outside.

And—best of all—labor has received full pay for every stitch that went into the clothing; better still, labor has been kept in work when work ordinarily is slack.

The savings are clean because they come out of these sources:

(1) From owners of piece goods, who had on hand a surplus and found it good business to dispose of them in lump lots for cash and begin the new year fresh. Some of the fabrics were acquired six months ago; we have been watching and taking advantage of the market since last Spring.

(2) From the twenty-one manufacturers with whom we deal regularly, and from ourselves, who join hands and shave profits to do a big thing; to render a big service.

It is a big thing—this sale. The largest sale, we believe, in the world.

Largest in stocks.  
Largest in variety.  
Largest in value.

6,565 suits and 6,234 overcoats, in at least 500 different patterns.

At normal prices — \$364,946.50.

At our prices tomorrow—\$247,469.50.

A total saving of \$117,477.

Where are these figures duplicated the world over?

Individual savings on suits of \$4 to \$21.50; on overcoats of \$2.50 to \$45.50.

Yes, there are \$70 overcoats for \$24.50. Our own stock. Marked \$70 today—here; their fellows sold for \$70.

And there are 60 of these \$70 overcoats to go for \$24.50—and 557 more \$50, \$55 and \$60 overcoats for \$24.50—who will get them?

There are \$45 suits for \$23.50—186 of them when the store opens tomorrow at 7:30 in the morning; and 517 more \$40 and \$41 suits for \$23.50.

These, of course, are the very remarkable things in the sale, but they are here, for early comers, and they are not in meagre quantities except in comparison with the tremendous figures of the whole sale.

The table of grades, prices and quantities (on the left side of this page) tells the whole story—fully, exactly, fairly. It presents a complete analysis of the sale.

The statement of grades identifies the quality of each garment — Wanamaker rating.

The statement of quantities shows exactly the number of garments at each grade.

The prices show the economies.

These figures are taken from the duplicate of orders given to the manufacturers, and from our own stock sheets, both of which are compared with the bills and the actual garments as they come into the store and are inspected.

There is no guesswork. No hit-or-miss claims. No claim of value at all. Merely a statement of facts.

We placed the orders from "swatches" of fabrics which we know cost "so much" a yard.

We then stipulated the grade of trimmings and of linings, and the standard of tailor work—Wanamaker standard.

We gave the manufacturers our own proved models—for young men and for business men; ordered all garments made over these so they would be cut, would fit and would hang just right.

This fixes the "grade" absolutely.

Then every suit and overcoat as it came in was rigidly inspected—to see that it came up to the grade ordered.

This inspection is a story in itself. The chief inspector is a human interest story. He was brought up in the clothing manufacturing business. His father was a clothing man before him. For ten years he has been inspecting clothing for us; he knows our standard; he sees that we get it.

No, he couldn't inspect 12,000 garments in one day. But he could, with some help, in two weeks' time; and this clothing has been coming in for two weeks.

It has been opened and examined under the bright daylight on a floor high up in the new building.

The Merchandise Office has examined it carefully.

The Advertising Office has examined it—critically.

Expert shoppers have examined it.

We have "shopped" about town to see what other good stores are selling—and compared our suits and overcoats with those that we bought.

And what is the result?

Shall we tell you—or will you see for yourself?

What you will see is this: the cleanest, best fabricated, best-tailored, best-patterned clothing you ever saw in such variety at the prices quoted.

Best is a word we rarely use. Good is usually good enough for us.

But best is necessary here to tell the whole story.

And the whole story is what we are trying to tell.

The story that you will read yourself in the sale when you come to see.

Come to see, anyway, even though you may be skeptical of clothing sales.

Men from other stores in New York will come; men from other stores in Boston and as far away as Chicago will come—just to see.

We know this because they came other years, and some have already told us they are coming again.

Men will come from as far away as Rochester and Buffalo to buy. They, too, came other years.



If men will come so far to study this sale and to buy in it—will you, you who live in New York, ten or twenty or thirty minutes near on the subway—will you, can you afford to, stay away?

Don't buy unless you wish.

But don't stay away and remain blind—through prejudice or skepticism or inertia.

Everything is guaranteed.

Everything is returnable if it is not satisfactory when seen at home.

We don't want anybody to keep anything—ever—that does not entirely satisfy.

But please don't take two or three overcoats on memoranda expecting to keep one; that is hardly fair to others who come to buy and find the variety broken.

Alterations free.

Looking—and asking questions—free. No one will buttonhole you. No one will urge you.

But anyone—not busy will serve you, if you ask.

Our selling force has been increased seven times over.

The selling space has almost been doubled.

The alteration staff is enlarged to make quick deliveries.

To-night, we are bringing down the clothing and putting it in the crystal cabinets and on the tables. If you pass the store you will see a busy force at work.

Tomorrow everything will be ship-shape ready.

At 7:30 in the morning.

Come on your way to work, if convenient.

Come at noon or early in the evening—if enough keep coming at 5:30 or 6 we shall keep open later.

Come at any time it pleases you.

### A Postscript

The woolen market is on the rise. Ever since the war started prices have been climbing. Within the year advance of 10 to 30 per cent.

But the savings in this sale are based on actual prices of today and not on speculative futures.

Yet business men know that when woolens advance and wages advance as they are advancing clothing must cost more.

To buy both a suit and overcoat in this sale—two suits, if you need them—will be a wise thing to do.

It will be insurance against higher prices that must come.

# The John Wanamaker Store for Men